

Reynolds Promotes Three to Associate Product Mgrs. on Doral, Winston, Salem

December 5, 1968

WINSTON-SALEM, N. C. — R. J. Reynolds Tobacco Co. has promoted Thomas E. Sandefur, Jerry M. Arledge and Jack O. Watson to associate product managers in the company's marketing department.

Mr. Sandefur was named associate product manager for Reynolds, new Doral cigarette brand, Mr. Arledge for



Thomas E. Sandefur

100mm. Winston brands and Mr. Watson for Salem brands.

Mr. Sandefur joined Reynolds in 1964 as a salesman in Atlanta, Ga. He was promoted to assistant division manager of the Macon, Ga., division in 1965 and moved to the home office sales staff here in Winston-Salem in 1966. He transferred to RJR's marketing department in 1967 and was assistant product manager for Winston cigarette brands prior to his promotion.

A native of Perry, Ga., Mr. Sandefur is a graduate of the University of Georgia.

Mr. Arledge came to Reynolds earlier this year as an assistant product

Hege, Middleton & Neal advertising agency in Greensboro, where he was marketing vice president.

He is a native of Long Island, N. Y., and is a graduate of the University of North Carolina.

Mr. Watson also joined Reynolds earlier this year. Prior to his promotion, he was assistant product manager for Salem brands.

He came to Reynolds from Cincinnati, Ohio, where he had been an as-



Jack O. Watson

sistant brand manager for Procter & Gamble.

Mr. Watson is a native of Greensboro and a graduate of North Carolina State University.



Jerry M. Arledge

manager for Camel brands in the company's marketing department.

He was previously employed by